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**Claims**

1. Packing and displaying box (14) for receiving a multitude of primary packages (13), comprising a bottom surface (2), a front wall (3), a rear wall (4) and two side walls (5) having flaps (9) in the area of their upper edges, the flaps (9) projecting inwardly and being aligned in a position departing substantially from the verticality, preferably forming an angle with the vertical of more than 40°, characterized in that the flaps (9) are arranged alternately on the side walls (5) providing at least one flap (9) per primary package (13).  
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2. Packing and displaying box according to claim 1, wherein the flaps (9) form an angle with the vertical of more than 60°, still more preferably more than 80° and most preferably of 90°.   
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3. Packing and displaying box according to claim 1 or 2, characterized in that the flaps (9) are arranged alternately on the side walls (5) providing at least one flap (9) per primary package (13) except for the first and/or last primary package (13) in the packing and displaying box (14).
- 20 4. Packing and displaying box according to any of the preceding claims, characterized in that each flap (9) is loosely engageable with one primary package (13).
5. Packing and displaying box according to any of the preceding claims, characterized in that the packing box (14) is made of a blank (1), which is made  
25 of cardboard.

- 5    6. Packing and displaying box according to any of the preceding claims,  
characterized in that the side walls (5) are double-walled.
7. Packing and displaying box according to claim 6, characterized in that the front  
and rear walls (3, 4) are fixed to the side walls (5) by means of rough surfaces (6)  
which are retained within the double-walled side walls (5).
- 10    8. Packing and displaying box according to any of the preceding claims,  
characterized in that the front wall (3) is substantially cut out.
9. Combination of a multitude of primary packages (13) and a packing and  
displaying box (14) according to any one of claims 1 to 8.
10. Combination according to claim 9, characterized in that each flap (9) is loosely  
15       engageable with one primary package (13).
11. Combination according to claim 10 characterized in that each primary package  
(13) comprises at its sides an indentation (15) for loose engagement with such  
flaps (9).
12. Blank (1) for making a packing and displaying box (14) according to any of the  
20       preceding claims 1 to 8, characterized in that the side walls (5) comprise  
extensions (8) for engaging into grooves (7) punched on the bottom surface when  
the blank (1) is folded, and the side walls (5) comprise flaps (9) slitted therein  
intended to project inwardly and be aligned in a position departing substantially  
from the verticality, preferably forming an angle with the vertical of more than  
25       40°, when the box is erected.

- 5 13. Blank according to claim 12, characterized in that the blank (1) comprises folds (11) and double-folds (12) for folding the blank (1) according to a specific pattern.
14. Blank according to claim 12 or 13, characterized in that the folds (11) and double-folds (12) comprise small incisions.